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LookSoup, the Pinterest for fashion trendsetters, has arrived.

And it aims to break down the barrier of entry to the fashion industry for aspiring fashion bloggers, stylists and designers.

LOS ANGELES, CALIF. - August 9, 2012 – A new fashion startup LookSoup.com has launched on 8.08.2012 and it aims to empower fashion aware bloggers, aspiring designers and trendsetters to build and spread their fashion influence across the web.

The idea for LookSoup was born when a group of friends trying to start their fashion careers noticed, that the fashion industry is one of the most closed industries in the world. “For young designers, stylists and bloggers it is almost impossible to get noticed in this industry without the proper connections, and let’s be honest, connections in this industry don’t come easy” says Karol Banaszkiewicz, founder of LookSoup.

“After hearing over and over again the same story of new fashion concepts and ideas being rejected we came up with the conclusion, that the measure of someones fashion awareness should not be a subject of a one person judgement, which currently happening all over the industry. After all, people have different tastes, and we wanted to give an opportunity for those aspiring fashionistas to showcase their tastes, stylizations and tastes to a more open crowd and through that build an audience for their fashion sense” said Karol. LookSoup calculates all the users followers, likes, comments and other actions on the website into the Trendsetter Score. The score showcases the users fashion influence across the web, and will be a major factor in LookSoups future plans, which at this point Mr. Karol could not reveal.

LookSoup has launched on 8th of August 2012 and is already buzzing with content being uploaded by users. The site can be visited at <http://looksoup.com> and registration is free.

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